KARINE BAILLY
SENIOR STRATEGIST

KIM RILEY
DIRECTOR OF
CLIENT SERVICES

CHRIS LESTER
PRINCIPAL & CCO
YWCA IS ON A MISSION.
Our strength is being connected to our mission, connected to each other and serving the unique needs of our community.
We must connect everything we do to our mission.

We must present ourselves in a consistent way.

We must serve unique needs in our community.
WE MUST
STAND TOGETHER & BE PURPOSEFUL.
STAND OUT & BE ICONIC.
BRAND STRENGTHENING INITIATIVES

- STRENGTHEN OUR IDENTITY
- LAUNCH STRATEGIC CAMPAIGN
1. STRENGTHEN OUR IDENTITY
Our identity represents the commitment and purpose of our organization. By applying it consistently, we will increase awareness and strengthen our image. The more together we are, the more substantial we become.
1. **STRENGTHEN OUR IDENTITY**

**Toolkit Foundations**
- Leverage Existing Communications
- Brand Guidelines
- Messaging Platform
- Assets and Photos
- Identity Material
eliminating racism empowering women

ywca
YWCA PERSIMMON

PANTONE 172
2. **Launch Strategic Campaign**

To show our energy and commitment and connect us to our mission
Our mission represents the purpose in everything we do. By showing how it brings value through our distinct programs and services, we show our incredible impact. The more aligned we are with our mission, the more we matter.
MISSION

YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

HOW DO WE ACHIEVE OUR MISSION AND PROVIDE UNIQUE VALUE IN EVERYTHING WE DO?

- PROGRAMS
- ADVOCACY
- ISSUE EDUCATION
1. YWCA MISSION CAMPAIGN

Campaign Platform

- #OnAMission
- Assets and Photos
- Location Banner
- Advertisements
- Media Pitch Deck
YWCA IS ON A MISSION

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empowering women

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YWCA IS ON A MISSION: ELIMINATING RACISM, EMPOWERING WOMEN, STANDING UP FOR SOCIAL JUSTICE, HELPING FAMILIES AND STRENGTHENING COMMUNITIES.
YWCA IS ON A MISSION
JOIN US.
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The Quest for Transgender Equality

By The Editorial Board

Being transgender today is still unreasonably hard, but it is far from hopeless. This is the first in a series looking at the challenges ahead.

OP-Docs

‘A Conversation About Growing Up Black’

By Joe Brewster and Perri Peltz

In this short documentary, young black men explain the particular challenges they face growing up in America.

YWCA is on a Mission

Eliminating Racism, Empowering Women, Standing Up for Social Justice, Helping Families and Strengthening Communities

TAKING NOTE

Welfare Warfare in the Missouri Statehouse

By Francis X. Cilmi

May 7, 2015, 9:28 AM

Read More

LATEST FROM THE OPINION BLOGS

Paul Krugman
LOREM IPSUM

LOREM IPSUM DOLOR SIT

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eliminating racism empowering women

YWCA

Find your YWCA at www.ywca.org
WORKING EVERY DAY TO EMPOWER WOMEN.

WORKING EVERY DAY TO ELIMINATE RACISM.

THIS IS WHAT REAL CHANGE LOOKS LIKE.

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THIS IS WHAT REAL CHANGE LOOKS LIKE.

YWCA IS ON A MISSION

ELIMINATING RACISM, EMPOWERING WOMEN, STANDING UP FOR SOCIAL JUSTICE, HELPING FAMILIES AND STRENGTHENING COMMUNITIES.

SEE YWCA IN ACTION
THIS IS HOW COMMUNITIES ARE STRENGTHENED.

YWCA IS ON A MISSION

ELIMINATING RACISM, EMPOWERING WOMEN, STANDING UP FOR SOCIAL JUSTICE, HELPING FAMILIES AND STRENGTHENING COMMUNITIES.

SEE YWCA IN ACTION
A NEW GENERATION OF LEADERS EMERGE.

WE’RE ALL IN THIS TOGETHER.

STRENGTHENING LAWS.

150 WOMEN. 150+ YEARS.

OUT OF POVERTY TO FINANCIAL FREEDOM.

FIGHTING DISCRIMINATION.

GET LOUDER.

COURAGEOUS WOMEN ON THE MOVE.
WE'RE ALL IN THIS TOGETHER.

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A NEW GENERATION OF LEADERS EMERGE.

READ MORE

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